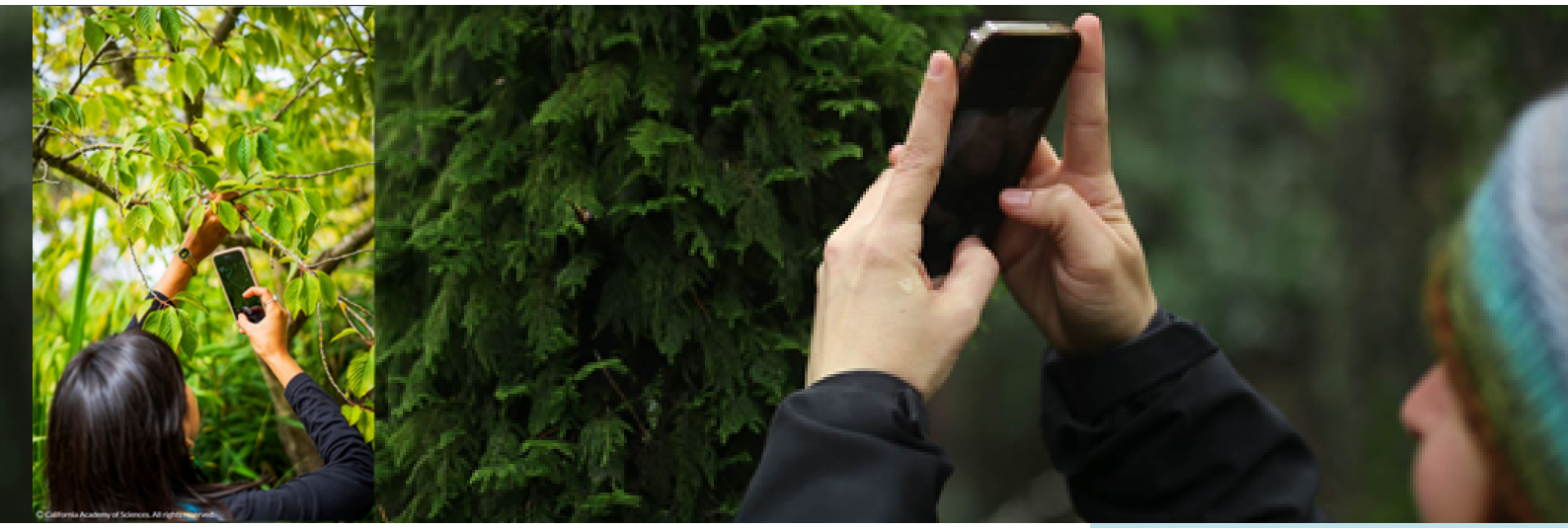
# INAT, EXPLORE THE NATURAL ENVIRONMENT AROUND YOU!

## Tuesday 17 November 2026, at 5.30-7.30 PM



## INTRODUCTION

**Anna Giorgi -** President of the School of Sciences and Policies for Mountain Regions, Head of UNIMONT Campus - University of Milan

## SPEAKER

**Franco Folini** – Digital Marketing & Innovation Consultant and Adjunct Professor University of Milan - UNIMONT Campus

*Digital marketing and innovation expert with over 20 years of experience as an entrepreneur and consultant in Silicon Valley. He specializes in digital strategies, innovative business models and AI-based tools for SMEs.*

Discover how curiosity transforms everyday outdoor observations into vital scientific data. This seminar explores iNaturalist, the global citizen science platform that blends community collaboration with artificial intelligence to map and safeguard biodiversity. Learn how simple smartphone photos can actively drive environmental conservation, from tracking invasive species and rediscovering lost wildlife to powering peer-reviewed research. Attendees will also gain practical insights into recording findings, validating peer identifications, and creating local territorial projects.

## Q&A

MOUNTAIN TUESDAYS
UNIMONT SEMINAR SERIES

Event **in person** at UNIMONT
Via Morino 8, Edolo (BS), and **online**

Free admission

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